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FEATURING THE GREATEST ASSORTMENT
AND LARGEST SUPPLY OF

Commercial Cut Flower Dahlias

AVAILABLE IN THE COUNTRY !!



A GROUPING OF MINIATURE DAHLIAS (Offered on Page 7)

FLOWER BULBS ROOTS AND PLANTS

* Wholesale List

SPRING 1939

FOR TERMS OF SALE
SEE PAGE 8

SEE PAGES
17 - 18 - 19
For Fast Selling
Line of
Attractive
Bulb
Packages

WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

HICKSVILLE, LONG ISLAND, NEW YORK

We Are Headquarters For The Finest Commercial Cut-Flower

DAHLIAS

This revised catalog contains many important additions to the list of meritorious Dahlias. We invite your special attention to the fine Cactus kinds that have come from Europe in the past few years—Miss Belgium, Frau O'Bracht, Ballego's Surprise, Baerne, Yellow Marvel, etc. These varieties are particularly useful to commercial growers for they have this combination of fine traits—good stems, best keeping qualities, graceful form and splendid colors.

We have discontinued several kinds that we feel are no longer of value but stocks are still available of most of them and we will be happy to quote upon request.

We have again reduced our prices in furtherance of our known policy of supplying a condensed list of the World's Finest Dahlias at reasonable prices.

In thanking our old customers, who stay with us year after year, we can tell new buyers that we do everything possible to merit a continuance of their patronage.

The initials behind each variety designate (I. D.) Informal Decorative; (F. D.) Formal Decorative; (C.) Cactus; (S. C.) Semi Cactus.



Ballego's Surprise

A. D. LIVONI. Some of our customers still want this old-timer for cut flower use. A small ball type. Flowers are rosy-lavender with lighter base.

Strong
Divisions
EACH

\$.06

AMERICA'S SWEETHEART. (I. D.) A large, clear yellow that can be grown to an enormous size. Strong stems.

.35

ANNA BENEDICT. (I.D.) A beautiful shade of garnet-red with darker shadings at base. A thrifty grower with lots of substance, good form and strong stems.

.25

ATLANTIC CITY. (F.D.) Amber-gold intensified with orange, salmon and hint of bronze. It is a most profuse and early bloomer flowering from mid-July until frost. Splendid for cutting.

.10

AVALON. (I.D.) Beautiful clear yellow and the best of this color for commercial use. Fine form on long stems. Its one fault of somewhat weak stems can be controlled by careful disbudding.

.05

BAERNE. (S.C.) A new European Cactus variety that has many good qualities. Color is deep rose-pink at tips with amber-yellow at base. Strong, wiry stems and very free. Early and profuse.

.35

Strong
Divisions
EACH

.10

BAGDAD. (I.D.) Very large and beautiful flame red. An excellent variety for either commercial growing or garden planting.

.40

BALLEGO'S SURPRISE. (S.C.) A fine new semi-cactus white from Holland. Formation is very similar to Frau O'Bracht but the flower is deeper and has more petals. This variety is well spoken of by all who have grown it and now that the price is lower we are sure it will rank high as a commercial cut flower.

.07

BLUE JERSEY. (F.D.) This is a true sport of Jersey's Beauty and has all of the parent's fine qualities. Color is orchid lavender and since we introduced it to the trade a few years ago it has become a leader among commercial kinds.

.07

BUCKEYE BRIDE. (F.D.) Geranium pink and soft salmon. Large flowers on long stems. Good clean flower. Flowers profusely all season.

.20

BUCKEYE KING. (F.D.) Large amber yellow. Sturdy flower of fine form. Excellent grower. We recommend it as among the best in this color.

.15

Note—You May Deduct 5% When Cash Accompanies Order. See Terms of Sale Page 8.

Dahlias. Large Flowering Varieties -- Continued

Strong
Divisions
EACH

CAVALCADE. (F.D.) A fine new addition to the commercial types. A beautiful shade of old rose. The stem and formation closely resemble Jersey's Beauty with flowers somewhat larger and several shades deeper in color. Excellent keeper and good root maker.

\$.25

CHAUTAUQUA SALUTE. (F.D.) The purest white of any dahlia we know of and a prolific bloomer. The flowers, which average 7 and 8 in. across, literally cover the strong growing bush. We urge our customers to try it.

.20

CHEMAR'S BLUE GEM. (Dec.) A very glowing bluish-purple. Stems are straight and hold the large bloom erect. Strong grower and constant bloomer. Very attractive and unusual foliage.

.15

CHEMAR'S EUREKA. (F.D.) Medium size, flat flower that is excellent for make-up work. Color is white with shadings of lavender that vary with weather conditions. Tall, wiry stems and profuse flowerer.

.10

CIGARETTE. (S.C.) This variety has become very popular with commercial growers. Large, full flowers of burnt orange with tips of creamy white. Long, strong stem.

.08

COUNTESS OF LONSDALE. (C.) In response to a persistent demand we have again added this old favorite to our list. A profuse blooming cactus variety. Flowers are a delightful salmon-rose shade.

.08

DR. JOHN CARMAN. (F.D.) Very large, heavy flower. Color is a distinctive tyrian rose, with silver tips. Fine for cutting and in the garden it is outstanding.

.15

DWIGHT W. MORROW. (F.D.) A huge crimson-red flower that is admired by all who see it. The petals curve around the back and form a perfect sphere. Very fine.

.25

EDNA FERBER. (S.C.) A most beautiful combination of coral pink and old gold with handsome foliage. Beautiful garden variety.

.15

ELKRIDGE. (I.D.) A fine commercial white of graceful shape. Long, strong stems and a good grower.

.10

ELSIE BURGESS. (Ball) An old time favorite. White base with lavender tips. Profuse bloomer and splendid keeper.

.06



MISS BELGIUM

Strong
Divisions
EACH

FORT MONMOUTH. (I.D.) Deep maroon with violet petal tips. A ranking favorite in this color.

.15

FRANCES LA ROCCO. (F.D.) This is the most popular of the light yellow varieties. Good cutter and much used by commercial growers.

.05

FRANCES LA ROCCO IMPROVED. This is a selection of the above variety that shows a marked superiority in color and other qualities.

.08

FRAU O'BRECHT. (C.) A real cactus of pure yellow with stems that leave nothing to be desired. A great favorite with all who grow it. Very good for cut flowers.

.15

GALLANT FOX. (F.D.) A commercial red that is highly regarded by many growers. Medium size flowers of velvety red. Heavy steam. Good keeper.

.08

GERTRUDE BRITTON. (F.D.) A low growing spectrum red on perfect stem. Must be topped out early for good cut flowers.

.08

GOLDEN ECLIPSE. (F.D.) Large, golden yellow on tall strong stems. Excellent cut flower variety. Good keeper. Plants must be tied up for best results.

.12

STOREKEEPERS: See Pages 18-19 for Dahlias in Packages — Easily Displayed and Self Selling.

Dahlias. Large Flowering Varieties -- Continued



JERSEYS' BEAUTY

Strong
Divisions
EACH

\$.15

GOODNIGHT. (I.D.) Deep ox-blood red that never fails to attract attention. Exceedingly popular for cut flowers and garden use and we never can grow enough of it.

HUNT'S VELVET WONDER. (I.D.) A huge flower that will appeal to those who want size. Color is rosy-magenta which blends into a true purple. Strong, heavy stems.

INDIANA MOON. (I.D.) A large flower of flesh ochre with a faint line of spinal pink. Good stems and perfect form. A garden favorite.

J. J. JEFFERSON. (F.D.) A recent Long Island introduction and many growers like it better than White King. A fine white of sturdy growth on good stems.

JAMES KIRBY. (I.D.) Very fine clear red that has good form, stem and substance. The plants should be staked for best results.

JANE COWL. (I.D.) Still considered by many as the most beautiful of all Dahlias. Large, shaggy flower of coppery yellow. Fine tall grower.

JEAN KERR. (F.D.) Still the most popular white with cut flower growers. The flowers are small but many are produced on each plant. A good keeper and fine for floral work.

Strong
Divisions
EACH

.06

JERSEYS' BEACON. (F.D.) Chinese red with lighter shadings on reverse side which give a beautiful two-toned effect. Large flower.

.05

JERSEYS' BEAUTY. (F.D.) This fine pink variety is still the most popular of all. We have the largest stock in the country of carefully rouged, selected tubers. Note our special price in lots of 250 and more, \$4.00 per 100.

.25

JERSEYS' DAINTY. (C.) A fine, true Cactus. White with slight lavender tinge. An excellent cut flower variety that produces many flowers on good stems.

.25

JERSEYS' GLORY. (F.D.) Orange and yellow. We recommend this variety as one of the best.

.08

JERSEYS' TRIUMPH. (F.D.) Bright copper with salmon shadings. This is a variety that should be much more extensively grown for it is a real beauty. The color is a distinct shade of bright copper and old gold and the form, stem and substance leave nothing to be desired. A fine cut flower and show variety.

.08

JIM MOORE. (S.C.) A clear primrose-yellow shading to gold, with tints and flushes of salmon. A joy to behold in the field, and a most profuse bloomer throughout the season. Insect resistant. Good cutter.

.12

JOSEPHINE G. (I.D.) Bright rose-pink and gold, tipped with yellow and gold. Prolific bloomer holding flower well above foliage.

.12

KAY FRANCIS. (S.C.) Clear, golden yellow without any shadings. The flowers are of medium size and the whole plant is attractive.

.25

KEMP'S VIOLET WONDER. (I.D.) A beautiful violet and the finest in this color. Very well regarded for all purposes.

.25

KEMP'S WHITE WONDER. (See White Wonder).

.08

KENTUCKY. (F.D.) This beautiful orange sport of Jersey's Beauty, with all of the fine traits of the parent, ranks close to the top of the list of the leading commercial kinds and also belongs in every garden collection. We have a large stock and have again reduced the price.

.07

KENTUCKY RED. (I.D.) Bright, vivid shade of scarlet not seen in other varieties.

.12

KISS ME. (S.C.) A fine bi-color variety of variable white and red that has impressed many local growers and is now one of the leading cut flower varieties with those who grow for the market.

.06

We Are Glad To Help With YOUR Dahlia Problems — Feel Free To Write To Us.

Dahlias. Large Flowering Varieties -- Continued

	Strong Divisions EACH
LE TOREADOR. (F.D.) This is the leading commercial red variety in the low priced range. Medium size, flat flower of glowing deep red. Strong stem of medium length.05
LONG ISLAND RED. A new commercial red just introduced by one of our local growers. Medium size flower of good form and substance. Free flowering.50
MARGRACE. (I.D.) Brilliant scarlet, tipped and striped with gold. A very large flower on strong, stiff stems. Heavy foliage.50
MARSHALL'S PINK. (F.D.) Large, globular flower of bright pink with silver sheen. Somewhat soft for early season commercial use but a beauty in the garden.08
MAUDE ADAMS. (Show) Our southern customers still want this old favorite and we have again increased our stock. Profuse blooming variety with strong stems. The flowers, which are snow white with slight pink edging, are very useful for florist work.07
MISS BELGIUM. (C) An even shade of burnt orange. Medium size flower on long, wiry stems. Early and continuous flowerer. This variety is fast becoming very popular and deservedly so.15
MRS. A. E. WHEELER. (F.D.) Royal purple with lighter veins. Good, free flowering variety and a nice grower. If you like Thos. Edison, you should also have this one.12
MRS. GEO. LE BOUTILLIER. (I.D.) Rich, velvety-carmine, producing giant flowers on long stems. This looks like a good bet for a leader among the large reds and we urge everyone to give it a trial.25
MRS. I. de VER WARNER. (F.D.) This still a favorite orchid-lavender variety. While the blooms are too soft for commercial use, it is a variety that should be in every Dahlia garden.07
MURPHY'S MASTERPIECE. (I.D.) This is undoubtedly the largest and finest of all red varieties and possibly the finest in any color. The roots are difficult to winter over which accounts for the maintainence of the high price.75
MYRA HOWARD. (I.D.) Pure golden color with a sheen of rose. Large flower with straight, stiff stem. A real beauty.15
NATHAN HALE. Coppery-yellow and gold and good form, stem and substance. Should be planted early as it is a late bloomer. A fine market variety.08



Strong
Divisions
EACH

NEW YORK MARKET. (F. D.) A flat decorative with shadings of light lavender and with excellent keeping qualities that make it a fine flower for florists' use.12
OMAR KHAYYAM. (F.D.) We recommend this variety highly not only as a good one in the garden but also excellent for cutting. Color is Chinese red at base of petals which shades to orange at the tip. Fine, tall grower, free from insect attack; large flower and altogether one of the most satisfactory. Note our low price.07
ORIENTAL BEAUTY. (S.C.) This is a true pink. A good sized flower on fine stem and very artistically formed. Petals gracefully curl and twist making the flower very attractive and desirable.15
PRIDE OF CALIFORNIA. (I.D.) An old crimson variety that is still well liked in some sections of the country08
PRINCE OF PERSIA. (I.D.) Bright cardinal-red and a real beauty. Flowers face well on long stems. Good grower.15

Omar Khayyam Is a Good All-Purpose Variety. Be Sure to Order It!

Dahlias. Large Flowering Varieties -- Continued



YELLOW MARVEL

Strong
Divisions
EACH

RED JERSEY. (F.D.) This is an excellent commercial red with the same habits of growth as Jersey's Beauty. Good form, color and stem. Now offered at a reasonable price.

.12

ROBERT E. LEE. (S.C.) A very bright, real red. Medium size bushes which bear an abundance of flowers.

.15

ROCKLEY MOON. (F.D.) A large flower of exceedingly bright yellow with bronze tints at the center. Stems are like canes, foliage is good and bush tall.

.20

ROSE FALLOON. (F.D.) Old gold with rosy bronze shadings. Immense flower on very tall plant.

.10

SAGAMORE. (F.D.) Golden yellow and orange. Free bloomer and good shipper. An old favorite with commercial men but now seems to be slipping.

.06

SAGAMORE GOLD. (F.D.) A recent Long Island seedling that looks very good and has many fine qualities. It is larger and more brilliant than Sagamore. Deep orange color with golden caste.

.08

SATAN. (S.C.) One of the most prominent of the newer introductions. Enormous shaggy flower of flame red with gold center. Tall strong plants.

.20

Strong
Divisions
EACH

STAR OF BETHLEHEM. (S.C.) A large, pure white cactus that commands favorable attention in any garden collection.

.20

SULTAN OF HILLCREST. (F.D.) Of unique form with petals recurving to the stem which attracts one's attention. Huge blooms of lemon-yellow with reverse of rosy pink on fine stems.

.20

SUPT. AMERTHYN. (Ball) Large lavender pink. Fine blooms on long, strong stems. Very showy in any garden and a good cutter.

.25

TEDDY JOHNSON. (F.D.) The flowers, 3 inches in diameter, are white with pink and lavender shadings and are borne on strong, wiry stems, which make them ideal for florist's use. The plants are profusely covered with flowers the whole season. Every florist should grow this one.

.12

THE WORLD. (F.D.) Purple with silver on reverse of petals. Dwarf grower but desirable for unusual color combination.

.15

THOMAS EDISON. (F.D.) A grand and striking variety of deep royal purple. Deservedly popular.

.15

TREASURE ISLAND. (F.D.) Huge flowers of a beautiful apricot and salmon-gold combination. Very fine.

.15

SCARLET ELEGANCE. (C.) True cactus variety. Medium size flowers of fiery-red. Long, wiry stems. Very fine for basket work.

.20

TRIUMPH DE PARIS. (S.C.) Brilliant orange-red with yellow at petal base and tips. Strikingly beautiful. Long, strong stems.

.15

WATCHUNG GIANT. A new, huge yellow-gold variety that has all the qualities to make it a winner with those who want enormous flowers. Fine form and substance and good stem.

.75

WHITE KING. (F.D.) This is a leading pure white with commercial growers. The flowers are of perfect form and the right size for cut flower use.

.07

WHITE WONDER. (I.D.) A large flower that is a beauty for the garden. Pure white with good stem and perfect form.

.08

YELLOW MARVEL. (C.) Another beautiful new European introduction. A very fine canary-yellow cactus. Tall, robust grower. Good stems and large flower. Extra fine.

.50

WHITE KING AND JEAN KERR ARE STILL THE LEADING COMMERCIAL WHITES

MINIATURE DAHLIAS

We are glad to be able to offer this more complete list of Miniatures. These varieties have been selected after observing and trying out a great many for it is our desire to offer the best kind in each color and type. Now that prices are more reasonable we know our customers will plant them liberally and it will be a wise move on their part for flower lovers everywhere want more of these dainty types.

	Strong Divisions EACH	
AEMSTEL'S GLORY. Orange-terracotta. A low compact bush that is covered with flowers all season makes this the ideal bedding variety.	\$.20	
BABY ROYAL. A leading variety in the small flowering group. Attractive combination of salmon, apricot, and yellow. Free flowering. Note our special price this season.10	
BISHOP OF LLANSDAFF. An unusual attractive flower. Petals are bright scarlet with a center of deep garnet. Foliage is lacy and of reddish bronze color which is an added attraction. Very popular for the garden or as a cut-flower.15	
CHANCELLOR. A striking single variety that is a sensation wherever grown. Coffee-brown with pronounced inner circle of maroon. Very fine.20	
CORONNE. Pure white gardenia-like flower. Low growing bush and flowers have good stem and substance.15	
CROIX DU SUD (SOUTHERN CROSS). A sensational European novelty. Anemone flowered with outer petals of blood-red and inner crest a combination of red and yellow. Tall, wiry stems. Very different and attractive.50	
GLAMOUR. Semi-double flower of a dazzling red that stands out wherever shown. Tall bush producing many flowers on long, strong stems.20	
GLORIOUS. Very small, raspberry-red flowers. Long, wiry stems. A good one in this shade.20	
JOAN. Beautiful cerise color that is unusual in Dahlias. Long, thin stems and many flowers.25	
JUPIE'S IDEAL. A dwarf growing cactus variety. Bright pink with paler center. Long, thin stems and good keeping qualities.20	
LITTLE DREAM. Very pretty small cactus. Rose-pink with slight white tippings. Long, wiry stems and graceful foliage.20	
LITTLE SNOW QUEEN. This miniature, pure white Cactus is a beauty. Low growing bush with dense, graceful foliage. Good for cutting or garden display.20	
ORCHID LADY. Bright violet-rose or light lilac. Produces flowers in great profusion. Long stiff stems, holding flowers at just the right angle making them valuable as a cut flower.15	
PADDY. This can well be termed the miniature Jersey's Beauty. Beautiful rose-pink. Bushes are literally covered with blooms from early season until frost.20	
PARK BEAUTY. A dainty orange variety that is very free flowering.15	
RIA. Small decorative of good type. Bright scarlet with good stems. Foliage is greenish bronze.20	
TEDDY BEAR. This can well be called the "Zinnia" Dahlia for it resembles this flower in shape and substance. Blood-red with occasional lighter markings. Very free flowering.20	
WILLY DEN OUDEN. Delightful two-toned combination of orange-red with carmine-yellow center. Slightly large for a real miniature but a very fine kind.35	



BABY ROYAL



BISHOP OF LLANSDAFF



CHANCELLOR



PADDY

DAHLIAS FOR FORCING

Last winter we made an experimental greenhouse planting of these Miniature Dahlias and the results were so strikingly successful that we want to tell our customers about them. The flowers received a warm welcome in the New York Market and sold at prices that justified the belief that these Dahlias can well be added to the list of winter flower crops. We urge all our Florist friends to make a trial planting and we will be happy to furnish details of how and when to plant, etc.



INDIAN CHIEF



MARY MUNNS



MORNING MIST



ROTHOUT

POMPON DAHLIAS

We are constantly increasing our stock of Pompons and every year the demand with us gets greater and greater. We believe we were the first to offer a general list of the most popular kinds at such reasonable prices as will permit of extensive plantings. We want all of our customers to try "Morning Mist"—it is a real beauty and we know they will like it.

	Strong Divisions EACH	
AMBER QUEEN. Solid amber color and a beautiful shade. Flower is larger than average, has good stems and is a prolific cutter.	\$.07	
BELLE OF SPRINGFIELD. Solid red and considered by many as the best in this color. Small flower of perfect shape and with good stems.08	
BOBBY. Deep plum-purple. Very free flowering. Good shape and substance.07	
BRONZE BEAUTY. Bronze and old gold. While the flowers are larger than average this variety is well considered by commercial cut flower growers.07	
CATHERINE. Large, bright yellow variety. The petals are somewhat coarse but the flowers are sturdy and the stems are strong.07	
CORA MAY. Delightful combination of salmon-pink lightening to primrose-yellow at base and with a pronounced rosy eye. Long strong stems. Small flower of perfect shape. Extra fine.12	
EDITH MUELLER. A beautiful two toned variety. Golden-orange at base and salmon-red at petal tips. The flowers are perfectly round and borne on long, strong stems. Very fine.07	
HAZEL. Buff color at petal tips with deeper brown at base. Nicely shaped flower on good stems.08	
INDIAN CHIEF. The average flower has a red base with white petal tips but there is quite some variation. Larger than average. Good cutter and strong stem.07	
JOE FETTE. This is the leading white variety. Medium size flower of good shape and with nice stems. Low growing bush produces lots of flowers.07	
LITTLE DAVID. Deep burnt-orange. Small flower of good shape and substance.08	
MARY MUNNS. Fine lavender variety that is considered as among the very best in this color. Small flower of perfect shape and good producer.10	
MORNING MIST. A fine newer variety that promises to be a general favorite both for commercial use and in the garden. The color is a rosy-lavender overlay on white base. It has long, strong stems and is a vigorous grower. Extra fine.15	
NERISSA. Soft pink with lavender shadings. Low growing bush. Medium size flowers on good stems.20	
ORA. A pretty combination of sulphur-yellow at base with lavender at petal tips. Long, wiry stem.15	
ROSA WILMOTH. Deep rose-pink. Medium size flower on low bush.15	
ROTHOUT. Deep scarlet and a favorite in this color. Long, strong stem and free flowering. Good commercial red.07	
SNOWCLAD. Medium size pure white. Good grower with long stems and plenty of flowers.07	
YELLOW GEM. Creamy yellow and considered the best in this color. Small flower of perfect shape. Good substance and free blooming.08	

TERMS AND CONDITIONS OF SALE

This is a wholesale catalog and intended for trade buyers. This list cancels all previous quotations. Prices as quoted are f. o. b. Hicksville and include packing. Terms are less 5% for cash with order or net 60 days, less 2% in ten days, on approved credit.

Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate.

NON-WARRANTY

Although we exercise the greatest care and precaution in sending out only such stock as should perform entirely satisfactory, we nevertheless give no guarantee, expressed or implied, as to the quality, description or productiveness of any bulbs or roots we send out and will in no way be responsible for the crop. If the purchaser does not accept our bulbs or roots under these conditions, they are at once to be returned. No claims whatever will be allowed unless reported to us within 48 hours after the merchandise is received.

Hardy Lilies

These aristocrats of the summer garden are now within reach of everyone's purse. Every florist should plant them and every storekeeper should feature them. They add a dignified beauty to any garden setting that cannot be attained with other subjects.

LILIMUM AURATUM (Goldband)

A tall, noble Lily, growing 4 to 6 feet high. Its huge flowers are white with red spots and a golden rib down the center of each petal.

	Doz.	100	Case
7-9 in., 250 bulbs to case	\$1.00	\$7.00	\$15.00
8-9 in., 180 bulbs to case	1.35	9.00	15.00
9-11 in., 125 bulbs to case	2.10	14.00	15.00



LILIMUM AURATUM

LILIMUM HENRYI

A very tall, robust grower bearing yellow flowers with lighter stamens.

	Doz.	100	Case
7-9 in., 250 bulbs to case	\$1.25	\$8.00	\$16.00
8-10 in., 180 bulbs to case	1.80	12.00	17.00
9-11 in., 125 bulbs to case	2.10	14.00	16.00

LILIMUM PHILIPPINENSE

We are offering the late summer flowering type of this fine Lily. Large trumpet shaped flowers of white with slight markings. Tall stem and graceful foliage.

	Doz.	100	1000
5-6 in.	\$1.25	\$8.00	\$70.00
6-7 in.	1.65	13.00	115.00

LILIMUM REGALE

Not only is this one of the most beautiful of all Hardy Lilies, but it has the additional important quality of seemingly adapting itself to many different locations and doing uniformly well. It will thrive and produce splendidly in any ordinary garden location. It is a white trumpet Lily with markings of pink, yellow and light brown, extremely fragrant and flowers in June.

	Doz.	100	1000
6-8 in.	\$.90	\$6.00	\$50.00
7-9 in.	1.10	8.00	75.00
8-10 in.	1.35	10.00	95.00
10 in. up	2.25	15.00	135.00

LILIMUM RUBRUM

A Japanese Lily, growing 3 to 4 feet high with large open flowers of carmine-pink with crimson spots.

	Doz.	100	Case
7-9 in., 250 bulbs to case	\$1.10	\$7.50	\$16.00
8-9 in., 200 bulbs to case	1.35	9.00	16.00
9-11 in., 140 bulbs to case	2.10	14.00	16.00



W.
J.

LILIMUM RUBRUM



LILY-OF-THE-VALLEY

LILY-OF-THE-VALLEY

NEW CROP PIPS

This season's crop is again a very short one and unquestionably a shortage will exist before the season ends. We suggest you make reservations for your year's supply at once and we will ship as required.

FINEST QUALITY LUBECK PIPS

This is the finest quality that is available. All selected pips with long, fibrous roots that produce the choicest quality of flower spikes.

Per case of 250	\$13.00
Per case of 500	25.00
Per case of 1000	45.00
Per case of 2500	110.00

HAMBURG PIPS

This a good forcing grade for competitive trade and for counter sales.

Per case of 250	\$10.00
Per case of 500	18.00
Per case of 1000	35.00
Per case of 2500	85.00

STOREKEEPERS! Don't Fail to Order Liberally of Dahlia Packages. See Pages 18-19.

GLADIOLUS Finest Quality — Long Island Grown



PICARDY

PICARDY — The Finest of All

Beautiful coral pink. Tall, handsome spikes of large flowers with perfect formation.

This season we again have a fine stock of this most popular of all Gladiolus. The bulbs are grown by us and are healthy and 100% free from mixtures. The price has again been reduced and this makes Picardy available at a price that will permit of extensive plantings. Even the smaller size bulbs, when properly spaced and cared for, will produce fine flower spikes.

	Doz.	100	1000
1st Size 1½ inches and over25	\$1.50	\$12.00
2nd Size 1¼ to 1½ in.20	1.20	10.00
3rd Size 1 to 1¼ in.15	.90	7.50
4th Size ¾ to 1 in.10	.70	6.00

SPECIAL! Oversize Bulbs of Picardy

We have a limited stock of selected large bulbs, many of which measure up to three inches in diameter. Each bulb will produce two and three spikes of exhibition flowers.

Per Doz. \$.30; Per 100, \$2.00; Per 1000, \$16.00

BULLETS OF PICARDY

This variety is a rapid grower from bulblets and when properly spaced gives many flowers and produces large bulbs.

Per Peck \$2.00; Per Bushel \$7.00

Long Island has long enjoyed the reputation of producing some of the finest Gladiolus that are grown in this country. The bulbs are solid, high crowned and have firm skins that far excel those seen from many many other sections. For forcing they are several days earlier than others we have tried, and, when planted outdoors, they perform second to none.

Our fields are as thrip-free as it is humanly possible to maintain, but, like all other growers who are sincere, we urge our customers to use all known means of combating this pest during the growing season. Ask us for the special bulletin we have prepared giving the latest information available on the control of Gladiolus thrip.

	Doz.	100	1000
AFLAME. Immense flower on extra tall stem. Bright, orange-flame color.30	\$1.95	\$16.00
ALBANIA. A good commercial white that is a favorite for cutting.25	1.50	12.00
ALBATROSS. One of the new fine whites. Tall stiff stem. Very good.30	2.15	18.00
APRICOT GLOW. Early flowering tall apricot.25	1.50	12.00
AVE MARIA. Fine light blue with purplish blotch. Very good one in this color.35	2.50	22.00
BAGDAD. Smokey old rose. Unusual shade. Tall straight spike with many blooms open together.30	1.70	14.00
BERTY SNOW. Ranks next to Minuet as the best lavender for commercial use. Large, well-formed spike.25	1.50	12.00
BETTY CO-ED. Unusually attractive blending of cream and pink. Small but very beautiful.30	1.70	14.00
BETTY NUTHALL. Vivid salmon-orange shading to yellow at the throat and having a carmine margin. Tall spike bearing about twenty or more buds with many open together. A very showy variety and one of the latest to flower.25	1.50	12.00
BLEEDING HEART. White and pale pink with large, distinct red blotch. A glorified Pendleton. Very striking30	2.15	18.00
BREAK O'DAY. Very early La France pink. Very showy and useful commercial kind.25	1.50	12.00
CARMEN SYLVA. This looks like the best bet for a commercial white. Has light pink markings under certain weather conditions. We recommend it.30	1.80	15.00
CHARLES DICKENS. An early, very tall purplish violet. Strong grower.30	1.80	15.00
COMMANDER KOEHL. Possibly the finest of the deep reds.35	2.50	22.50
CRIMSON GLOW. Bright crimson. Tall, strong grower with well placed florets.25	1.50	12.00
DEBONAIR. La France pink with beautiful cream throat.30	1.95	16.00
DUNA. Delightful combination of light pink and buff.30	1.80	15.00
DR. F. E. BENNETT. This is the accepted commercial leader among red varieties. Heavy, well shaped spike with many open at the same time. Large, brilliant scarlet. Extra fine30	1.80	15.00
EARLY DAWN. A very early rose variety that is well considered by cut flower growers30	2.00	17.00
FLAMING SWORD. Large flame red with long stem. Well placed flowers.25	1.50	12.00
GIANT NYMPH. Many growers appreciate the beauty and other qualities of this Gladiolus, which today ranks as one of the most popular of all commercial kinds. Color is clear pink with creamy yellow throat.25	1.50	12.00

Second Size Bulbs of Any Variety We List Can Be Supplied at 20% Less

GLADIOLUS — Continued

	Doz.	100	1000
GLORIANA. Golden salmon with yellow throat Fine tall grower. We recommend it as one of the best.25	\$1.50	\$12.00
GOLD EAGLE. Very early deep yellow.25	1.50	12.00
GOLDEN DREAM. Extremely tall yellow and one of the best available in this shade.25	1.50	12.00
HELGA. Tall, vigorous growing. Salmon pink. Highly regarded by commercial growers.25	1.50	12.00
JEORG'S YELLOW. Very tall, vigorous grower. Clear, light yellow. Heavy spike.25	1.50	12.00
KUNDERD'S YELLOW. Very free flowering light yellow that is much used by commercial growers.25	1.50	12.00
LA PALOMA. A nice, very early orange variety that makes a good spike.25	1.70	14.00
LOS ANGELES. Bright pink with small orange carmine markings in throat. Probably the most popular of the light pink varieties.25	1.50	12.00
MAID OF ORLEANS. This variety has now been accepted as the leading pure white. Large flowers, perfect placement and good stems make it a winner.35	2.40	20.00
MAMMOTH WHITE. Huge pure white with well placed flowers of fine form.30	2.15	18.00
MARGARET FULTON. Beautiful rose pink and the leading commercial variety in this color.25	1.70	14.00
MILDRED LOUISE. Tall strawberry pink. Large flowers on tall spikes.30	2.15	18.00
MINUET. This is the leading clear lavender variety. Good color and perfect form.30	2.15	18.00
MRS. FRANCIS KING. Flame scarlet, tall, straight stems. Still in demand commercially as one of the best reds.25	1.50	12.00
MRS. F. PENDLETON. This variety still ranks as one of the most popular. Rose pink with blood red blotch on lower petals. Fine cutter and shipper and altogether one of the finest.25	1.50	12.00
ORANGE QUEEN. Orange yellow. Very easy to force and one of the earliest when planted outdoors. Small, individual florets with hood.25	1.50	12.00
ORANGE WONDER. This is perhaps the best of the orange shades.30	1.95	16.00
PARADISE. One of the largest and tallest of all glads Large, ruffled apricot. Vigorous grower.35	2.40	20.00
PEACE. Large, tall white with purple throat. Very late25	1.50	12.00
PFITZER'S TRIUMPH. Large, wide orange scarlet flowers which open flat against a tall spike. The individual flowers measure 6 in. across. Very fine.30	1.95	16.00
PELEGIRNA. Very handsome deep blue and the best of this color30	1.95	16.00
PICARDY. SEE FEATURE LISTING ON OPPOSITE PAGE.			
SOUVENIR. Because there is no other acceptable true yellow variety, "Souvenir" continues very popular. Small individual flowers well spaced on tall, straight spike and a true yellow.25	1.50	12.00
STAR OF BETHLEHEM. One of the newer pure white varieties from Europe.75	4.80	40.00
SUNGOD. A fine new early yellow. Good flower arrangement on stiff stem.35	2.40	20.00
VIRGINIA. Intense scarlet noted for its earliness and large open flowers which face one way. The pleasing shade and shape of this variety makes it one of the most popular. Dwarf grower.25	1.50	12.00
WASAGA. A combination of apricot yellow and pink with ruffles on petal edges. Very good.30	1.95	16.00
WHITE BUTTERFLY. A beautiful, small white Primulinus that is very useful for graceful, decorative work.25	1.70	14.00



BAGDAD



MINUET

GLADIOLUS MIXTURES

	Doz.	100	1000
FEATURE MIXTURE. Contains only the large flowering types in the better varieties. Wide range of color25	1.50	12.00
Top size.20	1.20	10.00
Second size.			
STANDARD MIXTURE. A well balanced assortment of colors is represented in this fine mixture.20	1.20	10.00
Top size.15	.90	7.50
Second size.			
PRIMULINUS MIXTURE. Made up solely in the dainty hooded types. A carnival of color at a low price.20	1.20	10.00
Top size.15	.90	7.50
Second Size.			
OVERSIZE MIXTURE. Mammoth bulbs measuring two to three inches. Make a fine counter display.25	1.75	15.00

See Page 17 for Gladiolus in Cellophane Bags — The Ideal Retail Sales Method



AMARYLLIS, GIANT HYBRID



CANNAS



BEGONIA—Tuberous Rooted



AMARYLLIS — Giant Hybrids

No other bulbous subject offers such an opportunity for the development of increased sales and satisfied customers as these Hybrid Amaryllis. For years we have aided in their development and have started many concerns selling them—and we never get an unfavorable report.

For house culture the ease with which they can be flowered makes them the outstanding subject for this purpose and they also make a beautiful pot plant for florist use. Large display card with every order. Every storekeeper should feature them.

Giant Hybrids — In Mixed Colors

Ranging from pure white through the various pink shades to deep red.

	Doz.	100	1000
2½ to 3 in.	\$2.00	\$12.50	\$120.00
3 to 3½ in.	2.50	17.50	160.00

Amaryllis Halli (Lycoris Squamigera)

The bulb produces its foliage in spring which is followed by a tall lavender spike of beautiful flowers in midsummer. It is perfectly hardy and a splendid permanent subject for summer flowering in northern gardens. Each \$1.00; per doz \$10.00.

ANEMONES

Florists can plant these bulbs in early Spring with marked success, and they do remarkably well outdoors in many sections of the country.

DE CAEN. Large single form. Many colors

	Doz.	100	1000
1 year bulbs	\$0.30	\$1.80	\$15.00
2 year bulbs	.50	3.00	25.00

ST. BRIGID. Semi-double. Large and full.

	Doz.	100	1000
1 year bulbs	\$0.50	\$3.00	\$24.00
2 year bulbs	.65	4.00	35.00

CANNAS

Cannas are the showiest of all Summer bedding plants and as a result are always in demand and are among the leading sellers for storekeepers. Our roots are strong clumps, 2 to 3-eye divisions. Display cards for leading kinds.

	Doz.	100	1000
CANDELABRA. Orange scarlet	\$0.60	\$4.25	\$35.00
CITY OF PORTLAND. Glowing pink	.70	4.75	40.00
CRIMSON BEDDER. Deep crimson	.40	2.75	22.50
EUREKA. White	.50	3.30	27.50
HUNGARIA. Deep rose	.50	3.35	28.00
KING HUMBERT RED. Orange scarlet	.45	3.00	25.00
KING HUMBERT YELLOW. Golden yellow, spotted red	.45	3.00	25.00
MME. CROZY. Vermilion scarlet	.40	2.75	22.50
MRS. ALFRED CONRAD. Salmon pink	.55	3.60	30.00
ORANGE BEDDER. Bright orange suffused with scarlet	.45	3.00	25.00
RICHARD WALLACE. Light yellow	.40	2.75	22.50
ROSEA GIGANTEA. Soft rose pink	.55	3.60	30.00
THE PRESIDENT. Red	.45	3.00	25.00
VENUS. Bright rose pink, cream border	.40	2.75	22.50
WINTZER'S COLOSSAL. Vivid scarlet	.40	2.65	22.00
WYOMING. Orange flowers with purple foliage	.40	2.75	22.50

BEGONIAS — Tuberous-rooted

For outdoor Summer planting in semi-shaded locations, this is a beautiful and easily grown subject and one that will provide "something different." It also makes an excellent pot plant. Free display card for counter sales.

SINGLE. Separate colors: White, Red, Pink, Orange, Yellow.

1 to 1½ in.	\$1.00 per doz., \$6.50 per 100, \$55.00 per 1000
1½ to 2 in.	1.75 per doz., 12.50 per 100, 105.00 per 1000

DOUBLE. Separate colors: White, Red, Pink, Orange, Yellow.

1 to 1½ in.	\$1.00 per doz., \$7.00 per 100, \$60.00 per 1000
1½ to 2 in.	1.80 per doz., 13.00 per 100, 110.00 per 1000

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate

CALADIUM – Fancy Leaved

The large, brilliant colored leaves that these bulbs produce make an unequalled display for the Summer garden. As a pot plant for florists' use, there is no better Summer subject.

NAMED VARIETIES. A collection of 5 named kinds which includes all of the best forms and richest colorings.

Per 25 (5 of each)	\$ 4.25
Per 100 (20 of each)	15.00
Per 1000 (200 of each)	125.00

MIXED COLORS. All colors represented in this mixture, including the Birch bark varieties.

Per doz.	\$ 1.75
Per 100	12.00
Per 1000	100.00

CALADIUM ESCULENTUM (Elephant's Ears)

A splendid plant with tropical-like foliage for border groups, lawn specimens but most frequently used with Cannas and plants of similar nature for Summer flowering beds. The massive size and bright appearance of the leaves (which resemble an elephant's ear) are most striking, either when used alone or as a background for other flowering plants.

	Doz.	100	1000
5-7 in.	\$0.50	\$2.75	\$22.00
7-9 in.60	3.50	30.00
9-11 in.	1.00	6.50	60.00
11-13 in.	2.00	15.00	125.00

CINNAMON VINES

A fine perennial climber with ivylike leaves and sweet-scented flowers.

Per doz.	\$0.75
Per 100	5.00
Per 1000	40.00

BLEEDING HEART

DICENTRA

A beautiful garden plant of graceful habit, 2 to 3 feet high. The foliage is of a highly ornamental, fernlike appearance, over which hang the drooping spikes of pink, heart-shaped flowers. Blooms outdoors in May and June, and in the Fall can be lifted and potted for Winter and Spring bloom indoors. Be sure to include this in your order — always in popular demand.

Large Field Clumps

\$3.00 per doz. \$20.00 per 100 \$180.00 per 1000

Wrapped Divisions (See Page 16)

EUCHARIS AMAZONICA

A greenhouse bulbous plant of rare charm and beauty. Waxy-white Narcissus shaped flowers. Can be planted outdoors in the South.

Per doz.	\$ 2.50
Per 100	16.50
Per 1000	150.00

GLOXINIAS

For Summer pot plants, Gloxinias have no rivals. They require rather expert care to bloom properly, but are well worth the effort.

The bulbs are available in separate colors and mixed.

Per doz.	\$ 2.25
Per 100	15.00



DICENTRA (Bleedingheart)

CALLAS

ELLIOTTIANA. Yellow

	Doz.	100	1000
2 to 2½ in.	\$2.20	\$14.50	\$120.00
2½ to 3 in.	2.70	18.00	150.00

ALBA MACULATA. A very fine summer garden variety. Creamish white flowers and beautiful spotted foliage. Florists should plant it for early summer calla flowers.

	Doz.	100	1000
Mammoth size	\$1.60	\$12.00	\$100.00
First size	1.00	7.50	60.00



GLOXINIA

You Can Deduct 5% When Cash Accompanies Order. See Terms of Sale Page 8.



HYACINTHUS CANDICANS

GERMAN IRIS

An assortment of some of the finer new kinds.

Per doz.	\$0.50
Per 100	3.50
Per 1000	30.00

OXALIS

These bulbs make delightful border plants. They have Clover-like foliage and are a mass of blooms all Summer.

Deppei	White
Lasiandra	Rasy Pink
Shamrock	Deep Pink
Per doz	\$0.20
Per 100	1.25
Per 1000	10.00



MONTBRETIA

HYACINTHUS CANDICANS

These flowers resemble huge Hyacinths with stalks 3 and 4 feet high and with drooping, Hyacinth-like white bells. They make a long and good showing when planted in borders. Even the smaller sizes bloom profusely.

1 to 1½ in.	\$.35 per doz., \$2.50 per 100, \$20.00 per 1000
1½ to 2 in.	.65 per doz., 4.00 per 100, 35.00 per 1000
2 to 3 in.	.85 per doz., 6.00 per 100, 50.00 per 1000
3 in. and up	1.25 per doz., 6.50 per 100, 75.00 per 1000

ISMENE CALATHINA

This bulb makes an Amaryllis-like growth and produces in early Summer a white, trumpet-shaped flower resembling a large Daffodil. Sweet-scented. Very attractive and unusual.

Per doz.	\$ 1.25
Per 100	9.00
Per 1000	75.00

JAPANESE IRIS

We are convinced that Japanese Iris offer one of the biggest dollar's worth of garden beauty in the whole floral list. They are easily handled and once established, provide a yearly wealth of beauty with little care or attention other than to keep other plants from crowding them out. They have large, overlapping petals in a wide range of colors and when in season, challenge every other flower in the garden.

	Doz.	100
BETTY F. HOLMES. An enormous new double white that often measures 1 ft. across. The finest of all whites.	\$3.60	\$25.00
GOLD BOUND. A creamy white variety with six petals.	1.50	10.00
HELENE VAN SIEBOLD. Reddish pink with white stripes. Unusual color combination.	1.50	10.00
MAHOGANY. Velvety crimson purple. Six large round petals.	1.85	12.50
MOUNT CHESTER. Light blue with white stripes. Six petals.	1.50	10.00
ORIOLE. Deep red and very striking. Six petals.	1.85	12.50
PYRAMID. Six large petals of royal purple centre and radiating lines of yellow.	1.50	10.00
TOPAZ. Pearl white with topaz shadings. Six petals.	1.50	10.00
VICTOR. Silvery white with splashes of ultramarine blue. Six petals.	1.85	12.50
SEEDLING HYBRIDS. Everyone is beautiful and no two are alike. In this mixture you stand a good opportunity of getting an unusual prize winning variety of great value.	Exceptional value.	1000 \$50.00
	.85	6.00

MADEIRA VINE

Commonly known as climbing Mignonette. Makes a rapid annual growth and is a good subject for a ground cover or climbing vine.

Per doz.	\$ 0.50
Per 100	3.00
Per 1000	26.00

MONTBRETIAS

You will find that limited planting of these will give you something unusual in a graceful Summer cut flower.

	Doz.	100	1000
AURANTIACA. Orange yellow	\$0.60	\$3.60	\$30.00
FIRE KING. Red	.60	3.90	32.50
GERMANIA. Red and yellow.	.60	3.90	32.50
GOLDEN WEST. Golden Yellow	.75	4.80	40.00
KING EDMUND. Fine large yellow	.90	5.10	42.50
TALISMAN. Dark scarlet	.75	4.20	35.00
FINE MIXTURE.	.50	3.00	25.00

TRITOMAS

Commonly known as "Flame Flowers" or "Red Hot Pokers" on account of their spike-like, brilliant colored flowers.

This is one of the showiest subjects for the Summer garden and produces a continuous profusion of flowers.

PFITZERI. Flame red color. Flowers late August and September.	\$ 1.00
Per doz.	7.00
Per 100	65.00
Per 1000	65.00
EARLY HYBRIDS. These range in color from milk white to deepest orange.	\$ 1.25
Per doz.	8.00
Per 100	75.00
Per 1000	75.00

See Page 16 for Wrapped Packages of Japanese and German Iris

PEONIES Plump 2-3 Eye Divisions.

ALBATRE.	A fine white with nice form and substance.	Doz. \$2.70	100 \$18.00
ALBERT CROUSSE	Tall, late, rosy white, flecked with crimson. Large, bomb shaped flower.	2.70	18.00
BARONESS SCHROEDER.	Large, globular flowers. Flesh white turning to milk white.	3.50	22.50
COURONNE d'OR.	White with yellow tints. Center petals edged with crimson. Large flower. Good keeper. Late	2.70	18.00
EDULIS SUPERBA.	Favorite light pink for commercial growers.	2.70	18.00
EUGENE VERDIER.	Hydrangea-pink with deeper center and crimson spots.	2.70	18.00
FELIX CROUSSE.	Rich red and the most popular one of this color.	3.50	22.50
FESTIVA MAXIMA.	Pure white with crimson markings on center petals. The most popular white.	2.70	18.00
GERMAINE BIGOT.	Lilac rose Large, flat flower. Mid-season.	2.70	18.00
JAMES KELWAY.	Tall, large flowers. Pure white with pink shadings and yellow base.	3.50	22.50
KARL ROSENFIELD.	Very large, early red. Strong grower, tall and free flowering.	3.50	22.50
MONS. JULES ELIE.	Considered by many as the finest Peony of all. Beautiful glowing pink.	4.00	30.00
QUEEN VICTORIA.	While the flower is smaller than most, it is one of the most profitable whites to grow on account of its free flowering and long keeping qualities.	2.70	18.00
REINE HORTENSE.	Soft flesh pink with crimson splashes. Large and beautiful flat flower.	4.00	30.00
SARAH BERNHARDT.	Large, strong grower of apple-blossom-pink, each petal edged with silver.	3.50	22.50



PEONY, FESTIVA MAXIMA

Wrapped Peonies in Separate Colors

Each individually wrapped with moss and water-proof paper, and large colored label on wrapper.

Pink, Red and White. 2 to 3 eyes	Doz. \$1.00	100 \$7.00	1000 \$65.00
Pink, Red and White. 3 to 5 eyes.	1.75	12.00	115.00

Doz.	100	1000
\$1.00	\$7.00	\$65.00
1.75	12.00	115.00

RANUNCULUS

These bulbs must be handled as greenhouse subjects in the North but in the Southern and Western States they do splendidly outdoors. The strain that we offer shows a marked improvement over the older types and the flowers are larger, more double, and the most beautiful colors.

FRENCH HYBRIDS

A mixture containing all of the finest colors.

Doz.	100	1000
Jumbo Size	\$.60	\$4.00
Top Size	.40	3.00
1st Size	.30	2.00

\$35.00
25.00
16.00

YELLOW GIANT

A fine, large, clear yellow variety.

Doz.	100	1000
Jumbo Size	\$.60	\$4.00
Top Size	.40	3.00
1st Size	.30	2.00

\$35.00
25.00
16.00



TRIGRIDA PAVONIA

TIGRIDIA PAVONIA

For brilliancy of color there are few floral subjects that can compare with Tigridias. The bulbs, which can be handled the same as Gladiolus, bloom in mid-summer. Each stalk produces several flowers and this prolongs the display.

For something strikingly beautiful and unusual we suggest these Tigridias.

Per Doz. \$1.00; Per 100 \$7.50; Per 1000 \$60.00



TUBEROSES

Lovers of the old-fashioned gardens always like to include Tuberoses in their general collections and these bulbs therefore retain their old popularity from year to year. A deliciously fragrant flower and an exceptional favorite among Summer plants — grows 2-3 feet high, with waxy, white flowers in compact spike. Crop is short this year so order early.

TUBEROSES

DWARF PEARL

Double, 3-4	Doz. \$0.25	100 \$1.50	1000 \$12.00
Double, 4-6	.50	3.00	26.50
Double, 6-8	1.00	7.00	60.00

MEXICAN

Single	Doz. \$0.50	100 \$3.00	1000 \$25.00

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate

Perennial and Other Wrapped Packages

FOR STORE SALES



All wrapped in moisture-proof paper with colored label and growing instructions.

This list of perennials and other Spring selling subjects comprises the most popular home garden plants. Each is wrapped in a distinctive colored, moisture-proof paper with sufficient moss to preserve the plants in a perfect condition over the usual selling period and a liberal sized colored reproduction is attached to each plant. Growing instructions are also given.

AQUILEGIA (Columbine). Fine strain of long-spurred hybrids. Very beautiful early Spring perennial.

BLEEDINGHEART. Favorite perennial of the old-fashioned garden.

CHRYSANTHEMUMS. These hardy Chrysanthemums are a very popular garden subject and one of the best sellers. We have them available in four distinct colors with separate labels for each color—Red, Pink, Yellow and Bronze.

COREOPSIS. This is one of the favorite hardy garden plants. Large, bright yellow flowers which bloom in great profusion most of the summer.

CAMPANULAS (Canterbury-bells). A favorite flower of the old-fashioned garden. Large spikes of bell-shaped flowers produced on stems about 1 ft. high.

DELPHINIUM (Larkspur). We have a very good stock of the finest English strains which range in color from the palest blue to the deepest purple with many pastel shades of mauve, pink, and lavender. A very popular garden subject.

DIGITALIS (Foxglove). Spikes are 2 and 3 feet which bloom in June and July. Create a fine, old-fashioned garden effect.

FUNKIA VARIEGATA. The variegated foliage of yellow and green make this a very desirable edging plant. Bears spikes of tall blue flowers in Mid-summer.

FUNKIA SUBCORDATA. Large green foliage with pure white, Lily-shaped fragrant flowers that bloom in August and September.

GAILLARDIA (Blanket flower). Lovely shades of orange, yellow and red that bloom all Summer and Fall and make this a very desirable plant for any garden.

HIBISCUS. (Mallow Marvels). One of the showiest subjects for August flowering. Plants grow bushy and about 3 feet in height and make an excellent background. Produce beautiful large flowers measuring 4 inches and 5 inches across in shades of white, red, and pink.

HEMEROCALLIS (Daylilies). Rich yellow and orange flowers produced on tall stems in the early Summer. Height about 2 feet.

HOLLYHOCK. Everyone knows what these are and for a tall background effect there is nothing more striking and beautiful.

IRIS, JAPANESE. The finest of all the Iris family. Very large, flat flowers in a wide range of handsome colors. Bloom in June.

IRIS, GERMAN. An assortment of the finest of the newer varieties of this popular garden subject.

LILY OF THE VALLEY. This popular subject is always in good demand. These roots are the genuine outdoor type for garden planting.

PEONIES. Peonies are a universal favorite that should be among the best sellers. We pack them in separate colors—pink, red, and white.

PHLOX. These hardy Phlox are a beautiful addition to any hardy plant collection. The fine varieties that we offer have large flower heads on long stems and in a wide range of colors.

PHYSALIS (Chinese Lantern). These produce bright orange scarlet lanternlike fruits which when cut last all Winter.

PYRETHRUM (Pointed Daisies). A mixture of double and single flower sorts in many shades of pink, rose, and white.

RUDBECKIA, Golden Glow. This very popular hardy plant produces large masses of golden yellow double flowers shaped like miniature Dahlias. Grows 5 ft. and 6 ft. tall.

SEDUM SPECTABILIS. A pretty erect-growing variety of "live-for-ever". About 18 inches tall, with broad, light green foliage and large heads of handsome rose-colored flowers.

SHASTA DAISY. A fine, large white Daisy that shows up splendidly in every perennial border.

SPEARMINT. Always in demand for every kitchen garden.

SWEET-WILLIAM. A fine mixture of the best English strains of this very popular hardy plant.

TRITOMA (Red Hot Poker). One of the showiest of all perennials and should have a place in every garden.

VERONICA. Beautiful spike of large blue flowers about 15 inches tall. Flowers late June and July.

All of the above: \$1.00 per doz., \$7.00 per \$100, \$65.00 per 1000

(25 at 100 rate, 250 at 1000 rate)

A Liberal Display of These Colorful Packages Makes an Attractive Sales Appeal

Packaged BULBS and PLANTS for Store Trade

THE advantages of handling packaged bulbs and roots are obvious. The moisture-proof covering prevents evaporation and maintains these subjects in a live condition much longer than when they are exposed to dry store atmospheric conditions. Packaged items permit of a clean, orderly and attractive display and entirely eliminate the waste and culls prevalent with the handling of bulk merchandise. In addition, the wrappers provide an opportunity of giving descriptions and growing instructions which are so vital to the maintenance of satisfied customers.

GLADIOLUS IN CELLOPHANE BAGS

No Waste—No Culls—No Dirt

SELF SELLING

With Complete Growing Instructions on Each Bag
and the Flowers Shown in Natural Colors

Five Most Popular Varieties

PINK: Los Angeles RED: Virginia ROSE: Shaylor
YELLOW: Souvenir LAVENDER: Herada

Four Top Size Bulbs in Each Bag

These Are Packed 25 Assorted Packages In Attractive Display Carton

Price per carton of 25 packages, \$1.65



DISPLAY CARTON CONTAINING 25 PACKAGES
ASSORTED GLADIOLUS

SPECIAL STORE ASSORTMENT

25 Packages Popular Home Garden Subjects

This assortment packed in the special display carton shown on the right, has been featured by us for the past three seasons, has proved a ready seller with our trade, and sales have increased enormously. Each item is packed either in moisture-proof paper or cellophane with a colored picture on each package and complete growing instructions. Here is what the assortment contains:

1 RED PEONY

1 PINK PEONY

3 JAPANESE HYBRID IRIS

2 GERMAN IRIS of new
coloring.

1 CALADIUM

(Elephant's-ear)

2 COREOPSIS

2 HIBISCUS

3 TRITOMAS (Red Hot Pokers)

2 FUNKA VARIEGATA, fine colorful
border plant.

6 CANNAS, two of each color:
Red, Pink, Yellow.

2 TUBEROSES, Double White Pearl.



Cellophane Bag of
Gladiolus

We furnish attractive
COLORED
Display Cards
FREE
WITH ORDER
FOR BULK BULBS

Flowering Bulbs in themselves convey no impression in the customers' minds as to what they will produce and usually it is essential that the display of each variety be accompanied with an illustration showing exactly what the flower is like. This is very important in the sale of dry bulbs and roots over the counter. We have prepared a standard size 5½ x 7 display card for most of the varieties as shown in this list. These cards not only show the flower in natural color, but give the name of each and provide space for pricing. These cards are sent free with each order.



DISPLAY CARTON CONTAINING 25 PACKAGES
ASSORTED BULBS AND ROOTS

These Display Cartons Are Attractive Self Selling Units

Attractively Boxed Dahlia Collections

We are sure that our method of packing these collections represents the most progressive step that has ever been advanced towards the successful retailing of Dahlia roots. They are packed in neat, attractive boxes with the flowers shown in actual color on the covers and each root is separately wrapped in moisture proof paper which preserve the vital life of the tuber until planted. Complete planting and growing instructions are shown on each package.

Bulk Dahlia roots are difficult subjects for the average retailer to handle but with our packages all of the grief is eliminated. So successful has the method proved that we are able to guarantee satisfaction to the ultimate buyer—something never before possible.

This year we have added two new numbers and every popular type of Dahlia is now available in these uniform size packages.

Old customers over a wide area continue to buy these from year to year and a trial order will demonstrate to new buyers that sales will increase several hundred per cent where these packages are displayed and satisfied customers will result.

GUARANTEED !!

Each of these Dahlia collections is unconditionally guaranteed by us and free replacement will be made of any root that fails to give entire satisfaction for any reason whatever.



"Garden Full of Dahlias"

This collection contains six of the most popular standard varieties such as Jane Cowl, Jerseys' Beauty, etc., and the whole color range is represented. The names of the varieties are plainly printed on the front of the box and each root is labeled. This package is the most popular number and sells itself wherever displayed.

Per doz packages \$6.00; per 100 \$42.00

"Super Collection"

In this collection we pack six outstanding varieties that are all renowned kinds in the higher price brackets. The varieties are named on the outside of the package and each root is labeled. Here is an opportunity to feature six leading varieties that every Dahlia grower wants, and at a price much lower than they could be bought individually.

Per doz. packages \$8.40; per 100 \$65.00

"Pompon Collection"

Six choice pompon varieties, one each of six different colors. Same attractive package with group illustration of Pompon Dahlias in actual color.

A good demand exists for these dainty Pompon varieties and, at the low price at which this collection can be sold, will prove to be a good seller.

Per doz packages \$6.00; per 100 \$42.00

And Two Brand New Numbers That We Have Added This Year

"Miniature Collection"

A very beautiful four color wrapper, showing six of the leading varieties, encloses this collection. We believe this is the first time that these beautiful Miniature types have been made available at such low prices. There is a pronounced trend toward these smaller flowers and this collection fills a timely need.

Per doz packages \$8.40; per 100 \$65.00

"Cactus Collection"

Every Dahlia lover wants Cactus varieties and for years we have been building up our stocks of this type to enable us to put up this collection at a reasonable price. A wide range of colors is represented in the six varieties and all are true Cactus types. This package is very attractive and will sell itself. Remember, every root is guaranteed.

Per doz packages \$8.40; per 100 \$65.00

You Can Do Business With These Dahlia Collections and Promote Customer Goodwill

DAHLIAS IN INDIVIDUAL PACKAGES

By actual test these packages increase Dahlia sales 300 to 400%

These individual Dahlia boxes each contain one plump root that is wrapped in moisture-proof paper to preserve it in good condition until planting time. The boxes are attractively printed in the natural colors of the flowers and make a good, colorful sales appeal when properly displayed. Planting and growing instructions are shown on each box.

In addition to the convenience of handling Dahlia roots in this manner these boxes eliminate all complaints that arise from breakage, drying up of roots, mixing, etc., that are usually associated with the handling of bulk stock.

These packages are available in the following varieties:

JERSEYS' BEAUTY: Pink
JERSEYS' BEACON: Red
MRS. WARNER: Lavender
AVALON: Yellow
SAGAMORE: Orange
WHITE KING: White



All at one price, \$6.50 per 100 packages. (Please order in units of 25)

CARTON OF PACKAGED DAHLIAS



This Package Will Accommodate Any Variety

In addition to the packages shown above, all of which are individually printed for the varieties as listed, we have another box that is designed to accommodate any other variety.

This box, illustrated at left, shows a grouping of four different varieties in color, and by stamping or printing the variety name on the top of the package it serves as an excellent container for any variety you care to select. The size is 9½" x 3½".

The advantages of displaying Dahlias in this manner are obvious and many of our customers, who formerly bought roots in bulk, are now using this package exclusively.

We are prepared to pack, in this box, any of the named varieties listed in the first pages of this catalogue at the list price of the roots plus \$2.00 per hundred packages for boxing.

SUPPLIES FOR BULB DEALERS

PEARL CHIPS—Colored

1-lb. cellophane bags—per 100 bags	\$ 6.00
100-lb. bag	4.00
5 100-lb. bags	18.00
10 100-lb. bags	35.00

PEARL CHIPS—White

1-lb. cellophane bags—per 100 bags	\$ 5.00
100-lb. bag	3.00
5 100-lb. bags	14.00
10 100-lb. bags	27.00

BULB FIBER

1-qt. packages—per 100	\$ 6.00
100-lb. bag	3.50

BULB PEBBLES—Washed and Screened

100-lb. bag	\$2.00
5 100-lb. bags	8.75
10 100-lb. bags	16.50
20 100-lb. bags	30.00

WHOLESALE CATALOG - Spring 1939



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FLOWER BULB SPECIALISTS

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